



Foreign Agricultural Service

GAIN Report

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Canada

Food and Agricultural Import Regulations and Standards

Extension Granted on Use of 5 a Day Promotional

Logo

2001

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Report Highlights: Canada has announced an extension of the enforcement date for compliance with Canadian requirements for pre-packaged fresh fruits and vegetables which will permit the use of the “*5 a Day for Better Health*” logo on imports of pre-packaged produce from the United States until August 31, 2002. The action represents an extension of nine months beyond the original deadline of December 1, 2001.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Ottawa [CA1], CA

The Canadian Food Inspection Agency has announced it will permit the use of the “5 a Day for Better Health” logo on imports of pre-packaged fresh fruits and vegetables from the United States until August 31, 2002. The action represents an extension of nine months beyond the original deadline of December 1, 2001.

In late August 2001, Health Canada (HC) determined that the use of the “5 a Day for Better Health” logo on produce packaging from the United States is at odds with the government regulated message to Canadians entitled “5-10 a Day” (the phrase officially sanctioned by HC in its Food Guide). Also, the “5 a Day for Better Health” logo on certain produce imports from the United States appears in tandem with the U.S. nutritional label which is not permitted in Canada. The CFIA had originally proposed a deadline of December 1, 2001 for the U.S. produce industry and Canadian produce wholesalers and importers to bring their packaging into compliance with Canadian requirements.

Background:

In addition to representation by U.S. and Canadian produce industry groups, the issue was discussed at the meeting of the Canada-United States Consultative Committee on Agriculture on October 4 at which time the United States requested an extension to the December 1, 2001 enforcement deadline to allow U.S. fruit and vegetable producers, shippers, and Canadian importers to use existing packaging inventories and to give sufficient time to design and purchase new packaging material to comply with Canadian requirements.

After receiving a commitment from U.S. shippers to bring all packaging into compliance with Canadian requirements, the CFIA granted the extension request. During the period up to August 31, 2002, the CFIA will issue warnings to Canadian receivers when product is found to be in violation of Canadian packaging requirements. Effective September 1, 2002, the CFIA will fully enforce Canadian requirements on violations.

In addition, the CFIA announced that it expects newly designed packaging to be in compliance with Canadian nutritional information requirements. While the transition period is being extended to September 1, 2002, the CFIA has stated that it expects U.S. shippers to ensure compliance at the earliest possible date, i.e. with the next printing of packaging materials should this occur prior to September 1, 2002.

Recent Related Reports from FAS/Ottawa:

Report Number	Title of Report	Date
CA0167	Policy Proposal for Nutrition Labeling	10/25/00
CA0175	Proposed Metric Multiple Packaging Rule	11/6/00
CA1088	Changes to Nutrition Labeling Policy	6/25/01
CA1090	Comment Period for Nutrition Labeling Proposals	6/28/01
CA1109	Information Seminar on Mandatory Nutrition Labeling Proposal	8/10/01
CA1114	CGSB Releases Draft Standard For the Voluntary Labeling of Foods Derived from Biotechnology	8/17/01
CA1116	Public Comment Period on Nutrition Labeling Proposal Drawing to Close	8/22/01
CA1127	Ban On U.S. Fresh Produce Promotional Logo	9/18/01

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